

President of The Retail Merchants' Association Points Out Advantages of Early Spring Shopping

"PREPAREDNESS" is a much used word nowadays. It stands for a great need in this country.

But I don't know of any greater "preparedness" need, locally speaking, than the importance of the women and men of Washington, generally, getting busy on their Easter requirements. And that contemplates, too, the necessity of laying in the spring needs.

It seems to me that the Washington public will be quick to realize that right now—at a time when stocks in all lines are most complete—is the logical time to do their spring shopping.

Easter Sunday is less than a month away and the time is only too short in which to make proper preparation for the celebration of that great holiday season. Easter Sunday will mean the end of the penitential season, and the awakening of nature in a new garb, it is a matter of consequence that mankind should follow in the footsteps of nature by a general re-awakening and refurbishing of the office, the home, and the person.

Reliable reports reaching the office of the Retail Merchants' Association impress me anew with the importance of early Easter-spring shopping. There never was a time in my recollection of business when commodities were climbing so high in price, and the reason for this is only too evident. The United States has come to be practically the sole producer in the world today, and it is exercising that function under a great handicap. Fabrics,

hides, dyes, and chemicals are becoming as scarce as the proverbial hen's teeth. As a consequence there is a great shortage of high-class merchandise in the apparel line, and so those who desire the ultimate in quality had best go shopping early.

It is a physical impossibility to wait on everybody in Washington in a day or a week and that is the consequence of delaying the Easter shopping. It is so much more satisfactory all around if the buying public will do their shopping early—now—and in the morning hours if possible so that the shops cannot only give them the benefit of a wide variety from which to select but can supply service that is impossible in a last minute pick-me-up bargain rush.

Fittings and alterations require time and the best results can only be secured by early selection.

The buying public should pattern after the practice of the merchants in their purchases. The successful merchant does not wait until the "last minute" to buy his goods. He or his representatives make careful and discriminating selection months in advance of a season. That is how they became successful. That expresses "preparedness."

And so, on its part, the public should come to a realization of this lesson and co-operate in the program of "preparedness" by doing their spring and Easter shopping early.

Today is the best day. Tomorrow will be just another day nearer Easter, but by all means do it early and enjoy the very best that the markets of the world afford—and that can always be had in Washington.



R. P. ANDREWS,
President, Retail Merchants' Association.

CLOTHES FOR THE REAL AMERICAN BOY

Gay colors, contrasting plaids and variegated effects almost approaching the radiance of Joseph's coat of many colors have been in vogue in boys' clothes for several seasons past. Your boy was supposed to express in his garments the liveliness of youth and the gladness of the heyday of life. But not this year, ladies. You'll have less blending in your color scheme and insinuate some of the somberness of the times into his clothing as a tribute to the dark days overseas. Color dyes are a luxury these days with the weavers of cloth—a commodity valued in scarcity with radium and other inaccessible things and accordingly the dyes and weavers are so ordaining our fashions as to enforce us against all prodigality in the use of high color combinations.

The reds, blues, yellows and greens formerly so prominent in boys' wear will be displaced for the present by those colors that involve less blending to attain full tones. Browns, tans and grays are such colors and from these you will of necessity make your choice. Of course in the more costly clothes these other shades are to be found, but you'll pay for your indulgence if you choose them. Blue serges, formerly staple garments, have become a scarcity, especially the blue serges of fine imported aniline dyes, and if your clothier asks you to pay more than hitherto for a good all wool, fast color blue serge suit it's because he is honest with you and wants to give you a dependable quality rather than to meet your price with a make-shift garment. This is the way we are paying as our part toward the war abroad.

The makers of clothes and especially the makers of boys' clothes have launched the more subdued colors as fashionable for this spring because the low prices attached to boys' clothes and the narrow profits on boys' clothes to both maker and retailer will not permit the more expensive color effects—at least not at the prices you are willing to pay for Tommy's knockabout suit.

However, what you may have to sacrifice in color effect you are going to be compensated for by a showing of cleverly manipulated patterns and unusually tasty styles.

Norfolk styles are still the vogue in suits for schoolboys, and in these the patch pocket styles are leaders. This has been the fashion for several recent seasons, but if you think the same old styles are going to be reheated to you, look into the windows or the display cases of your smartest boys' outfitters and see the many startling, nifty novelties and innovations in styling that are revealed.

You will find new and unique effects in box plaits, shirred plaits, knife plaits, inverted plaits; clever departure in yoke effects, cuffs and pocket flaps, new contrivances in belt arrangements, etc., to give full scope to your inclination to dress your boy distinctively. There are mock belts, and half-belts, three-piece attachable and detachable belts, and other belts that are stitched on in back but are detachable in front at your will.

One distinct novelty of the season is a suit in which besides the regular side patch pockets on the coat there is above these pockets on each side a small change or watch pocket and these upper pockets are so contrived as to also serve as belt loops. That is the belt slides right through these pockets, is given full and easy play to pull the belt in any way you wish, and yet the movement of the belt in no way disturbs the contour of the pockets. In fact, it acts as a safety guard for the change or watch from falling out.

Many boys' models are also being shown this season in regular styles without the Norfolk effect. These in almost all cases retain the patch pockets and are given decorative effect by details on the pocket flaps and cuffs. Some of these flaps are slanting, some are triangular and others semi-circular with a button effect. The cuffs have button ornamentation, mock cuff effect or like contrivance. Lapels are somewhat narrower

than heretofore in the single-breasted styles, and exceedingly wide in the double-breasted styles. Belts also are wider than formerly and some extremely smart effects have belts fully three inches wide. Trousers are both straight and bloomer styles though the straight trousers are showing more favor than they have in several seasons. The bloomer trousers are not quite so full as in previous seasons.

In fabrics, cassimeres, tweeds and chevots are more popular than the worsteds and serges and the patterns are running toward small mixed effects, small plaids and narrow stripes. Solid colors and large overplaids are shown largely in the higher-priced lines, as the dye market necessitates smaller effects where economy in price is to be considered.

Many splendid effects are being shown in Palm Beach cloth suits for boys. There is a great variety of fabric effects and weaves in sheer cloths for mid-summer wear. Palm Beach cloths, sumate cloths, Keepool cloths, tropic togs, Panama cloths, Mandalay cloths and many other fabrics are launched and

nearly all are kindred effects under different distinguishing names. It is astonishing to note the very beautiful pattern effects and color stones that are attained in these textures and they really solve the hitherto perplexing problem of keeping the youngster cool and comfortable as well as smart looking during the torrid days.

In wash suits for the little fellows, Oliver Twist, Shakespeare and vesties are again shown this summer, but not so strongly as new treatments in Russian styles, Eton styles and a newcomer called the Tommy Tucker style.

These Russian suits show shorter coats than heretofore and many have contrasting trimming effects in belts and Eton collars. The bishop collar is also one of the season's novelties on the little fellows' wash suits. Y-cut collars are shown on the Eton suits with a sort of guimpe or dickey effect showing slightly above the point of the V. These suits have extra wide belts and loops. The Tommy Tucker suits are very similar to these except that the collar flaps, there is no guimpe and there is a laced front effect. The belts and loops on these are also extremely wide.

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Toggery for Tots as Well as Growing Girls Greater Variety Than Ever in Men's Hats

By DORIS DALE.

The unattractive child seen on the playground is the exception, not the rule. Fashion and comfort have applied themselves so that the juvenile garments are designed with a view to becomingness as well as strict attention to the general needs of the little tots as well as the flappers.

Due allowance is made for the lines of the growing figure and that there should be sufficient freedom for the demands of youthful energies. The question of selecting garb for the younger set is really a consequential one, for it is at the early period of femininity that the tastes are formed for either the artistic and simple or for tawdry and unharmonious inclinations.

The particular smart lines of the grown-ups' coats have been deftly transferred to children's coats. The flare effects, so prominent in large garments, are also attained in the coats for the younger folks. The flare is produced by having the fullness start from the shoulder, or having the fullness in the lower part of the coat, which is cut in two sections. Sallow collars, cape collars and the low flat collars are used extensively. The sleeves set in at the low shoulder line—the Bishop, and the flare effect sleeve are particularly adapted for girls' coats. Pockets in novel forms are used. Simple tailored coats of serge, gabardine and worsteds, sometimes combined

with silk, are featured. For girls' best coat, taffeta, failles and gros du Londres are developed in novel designs.

A black and white checked coat, which has incorporated in it most of the dominant style features, is of black and white checked material with full back and front and flat panel on the side. The skirt falls below this in full ripples. A short narrow belt confines the fullness in back and is fastened with a point to the panel by means of gray pearl buttons. Over the turned-back revers, cape collar and cuffs of the check are white embroidered linen ones.

Spring fashions for misses include tailor suits of the new cloth fabrics, Poirer cord, gabardine, Callot, checks, overplaids, white gabardine, Palm Beach cloth and silk pongee; misses' daytime frocks, trotteur types for morning service and afternoon wear of linens, velvets, tulle and the more formal modes for afternoon wear in chic youthful styles of faille silk, Georgette and taffeta.

Interest in sport styles set a new pace in juvenile smartness. Not the least important are the new sport models, the best of which is the Norfolk style with broad plaits, and peplum which slightly ripples over the hips. The skirts are usually full and devoid of trimming.

The smock waist of straight, loose cut, closely following the smocks of Paris artists, are much favored. White handkerchief linen is likewise for blouses. Stripes in varying widths and color combinations are sought for by the discriminating buyer.

Kirts of basket weave, jersey, pique and striped gabardines are very "much of the season."

Dresses made entirely of ribbon, mounted on net or chiffon, are a lead-

ing factor for party dresses. A dress of white net ruffled with net flounces bound in pale blue had a deep yoke and girdle of the blue. The low neck waist and sleeves were corded with the blue and had a deep collar effect of lace in the back.

A youthful frock has flounces and flounces of filmy chiffon, varying in tone, each one bound in a narrow beeline ribbon of a little deeper tone, are deepest pink for the lowest flounce, then a succession of orchid pink and then pale pink. The ruffles are introduced on the sleeves and also on the waist. Silk flowers are the sole trimming.

Hosiery.

In popular priced lines, the hosiery runs chiefly toward solid effects or modest clockings. Besides the staple shades of tan, gray, blue, black and white, there are few departures, these being green, purple, helio, champagne, Burgundy and garnet.

White hose will be more popular than ever as the season advances, but not the plain whites so much as the ornamental trimmings effects. White with black trimmings and white with other shades for embroidery schemes are being displayed with a strength that indicates a certain demand. Whites with polka dots and hair-line stripes are also launched.

Other hosiery styles are the small two-toned, flaky effects. These are shown in about the same shades mentioned above in the solid tones. In these black is chiefly the foundation color and the flakes are brought out in the other mentioned shades.

Striped hosiery is not so conspicuously shown this season except in the higher priced lines, and these run mostly toward the ascot-don weaves.

When men's spring hats are the subject of discussion among fastidious dressers, one may be sure to hear a goodly number of varied opinions. To predict one style or even a few styles that will be the most popular is a hard task. It is a muddled-up situation. Most everything seems to be in good taste, yet nothing seems to be a favorite. There will be a greater variety of styles displayed this spring than perhaps ever before, but there will be very few new creations among them.

For early spring the derby will again be worn. The styles are so similar to those worn during the winter season that a man may be tempted not to change, though his winter "top-piece" may be "battered" and "down and out" from the rough weather and usage. The crowns will be neither extremely high or extremely low, nor will the brims be unusually wide or unusually narrow. They are in most instances very conservative. A few tapering crowns will be shown but there will not be an overabundance of them. For the men of mature ages there will be quite a few square crowns. Fancy bands and bows on derbies are a little passe. There will be a few tobacco browns shown, but the majority will be submitted in plain black.

A little later when the thermometer rises and when the birds begin to chirp their spring lullabies, soft hats will begin to make their appearance. Perhaps the first of the very few new styles that will be seen is the Alpine hat, which is similar to the hats worn by the Swiss and Italian mountaineers.

climbers. It is a mighty clever idea and should take well, although at first it may look a little odd to us. This Alpine hat has quite an extreme crown, being very high with a slight fedora crease. The brim is very narrow, which in contrast to the crown, makes an extraordinary appearance and something a bit different than we have seen.

There will be almost a total absence of telescope shapes. Fedoras are the thing, absolutely. The fedora crease will be worn by both conservative and radical dressers. It is the one thing that we can say with certainty will be shown by every hatter.

Like in the derbies, there will be a very few fancy bows. They will nearly all be very plain and worn on the sides. Some of the bands will be of a different color than the rest of the hat but most of them will be of the same shade.

Spring Opening

Styles are so radically different this spring in all kinds of ladies' wear—street wear, afternoon dresses, and especially in the lines of coats and suits—and the effect is particularly noticeable in the many jaunty and charming models of riding habits we are showing this spring.

The one shown here—a strikingly pleasing model, has the flare skirt effect, belt and outside pockets and snug-fitting shoulders. Tailored to your measure by an expert and experienced habit maker.



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The second irresistible impulse and the most irresistible of all is that one of the greatest events of the year (spring) comes hand in hand with the greatest event in the history of Washington's department store merchandising—OUR REBUILDING SALE. The complete reconstruction of our entire building from pit to dome and an addition that will give us approximately 7,500 square feet more space to facilitate our rapidly growing business. Necessity forces us to give over to the builders the entire Eighth street section of our present structure by May 1, and the wisdom of the Store Management orders that present profits must not be given consideration, but that every price must be marked at a reduction so great as to positively assure that it will be sold.

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